

Recreating the MEIER & FRANK Home Page

OBJECTIVE

In this project, you will learn basics of HTML, Fireworks®, and designing for the Internet.

INTRODUCTION

You are recreating the Meier & Frank® home page (refer to lesson). Here is a screen shot of the page:



This is a 4-part lesson:

1. Unzipping and using the images
2. Terminology
3. HTML and Page Layout
4. Introduction to image maps and rollovers in Fireworks

****And Yes, you *MUST* read these instructions. Do Not skip a single sentence.**

INSTRUCTIONS, PART 1 UNZIPPING AND USING THE IMAGES

1. Create a new folder for this project.
2. Right click on the [Meier_&_Frank_images.zip](#) file, located within the online lesson, and save it and/or open it. Extract all of the files to the new folder you just created.

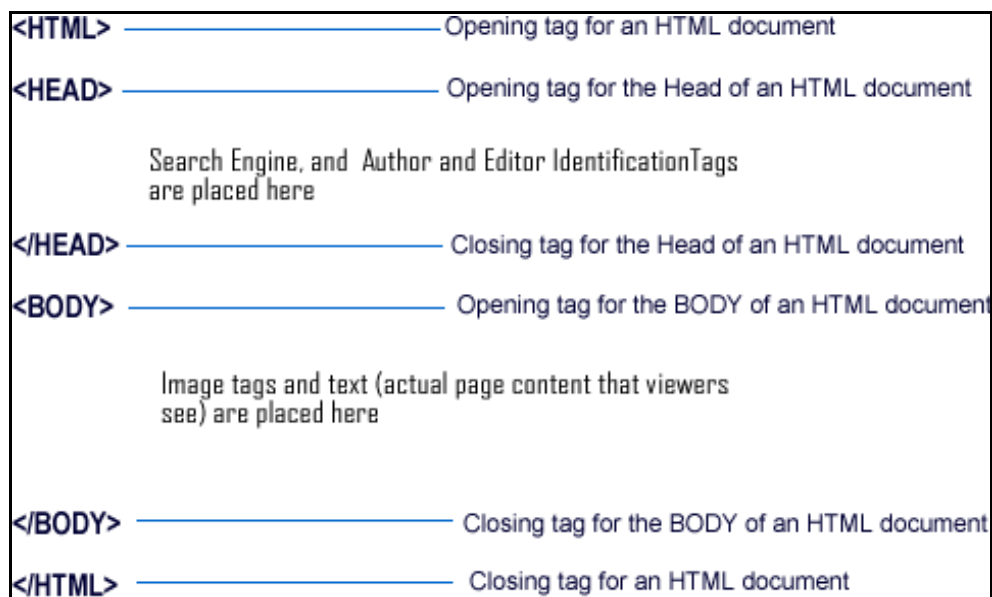
INSTRUCTIONS, PART 2 - TERMINOLOGY

1. Web browser Internet Explorer or Netscape; software used for getting around the Internet
2. URL (Uniform Resource Locator) Acronym for Web page address
3. Image Map When a single picture links to more than one page or URL
4. Pixels/Resolution Settings A measurement of space on a computer monitor. Which can be adjusted by right clicking on the Desktop, selecting Properties . Then within the Display Properties box select [Settings] and change the resolution.

INSTRUCTIONS, PART 3 HTML AND PAGE LAYOUT

NOTE: The following instructions are given for Windows Notepad. You may also use a WYSIWYG editor such as Dreamweaver, as long as you change the view within the program to HTML. Your instructor may prefer that you use Notepad, just so you are not tempted to cheat (give up on HTML and switch back to the WYSIWYG editor).

1. Open Windows Notepad (Click **Start, Programs, Accessories, Notepad**).
2. You can create a simple HTML document using Windows Notepad. HTML stands for Hypertext Markup Language and is the basic language for creating and editing web pages.
3. Here is a look at the basic HTML tags:



4. Please begin by entering these tags on to your page. Your page should look like:
5. **In the **same** folder as the one you extracted the images to, save the page as: **Meierindex.html**
(Do Not forget to put the **.html** at the end of the document, which changes the file type from a .txt file type to a .html file type.)
6. Anything you want to display on the page should be placed between the opening and closing BODY tags.
7. You could start by simply adding the Meier & Frank logo. However, if you do, the picture will be automatically displayed on the left side of your monitor. However, if you will go online and look at the page itself at www.MeierandFrank.com, you will see that the design is centered within the browser (it does not sit at the left edge of the screen - the entire design is centered on the monitor). **Disclaimer: The page will likely be changed prior to your visit. However, please note whether or not the design is centered.

```
<HTML>
<HEAD>
</HEAD>
<BODY>
</BODY>
</HTML>
```

In order to center the design and have everything line up, you must first place the design in a table. A table in an HTML document is the same principle as a table in a MS Word or Corel WordPerfect document. A table within a web page is simply used to align objects and text on a page.

8. Between the BODY tags, add a table with 1 column and 1 row. Here are the tags (again, place these between the BODY tags):

```
<TABLE width="750" border="0" align="center">
<TR>
<TD>

</TD>
</TR>
</TABLE>
```

Meanings of the tags:

<TABLE> Begins a table
<TR> Begins a Table Row
<TD> Begins a Table Cell (Stands for Table Data)
</TD> Ends a Table Cell (Stands for Table Data)
</TR> Ends a Table Row
</TABLE> Ends a table

Hopefully the *width*, *border*, and *align* attributes are self-explanatory.

****Note:** Notice that a table cell must be placed within a table row. If you had a table with one row and 2 columns, the code would look like:

```
<TABLE>
<TR>
<TD> Content of first table cell </TD>
<TD> Content of second table cell </TD>
</TR>
</TABLE>
```

9. Notice that you've set the width of your table to 750". Professional design is done for computers with a setting of 800 x 600 resolution; the assumption being that you are designing for the lowest common denominator of settings. If you do not know what this means, ask an instructor. However, at an 800 x 600 resolution setting, no objects for web pages should be wider than 755 pixels or you will have a horizontal scroll bar appear, which is extremely unprofessional.
10. Click *File*, *Save* to re-save the page before you continue.
11. Now with the table created and centered, you are ready to add the images and text to the page.
12. Click between the TD and /TD tags. Add the following image tag:

```

```

The meaning of what you just typed:

img Stands for image
src Stands for source
MFlogo.gif The name of the image file you are inserting
width The width of the image
height The height of the image
alt Stands for Alternate text . Adding this tag is a professional element of web usability.
The result is the small yellow tag that pops up when you roll your mouse over an image.
And displays in place of the image for browsers that don't support images.

13. Next type: `
`
Meaning:
`
` Stands for line break and pushes what follows it to the next line.
Same as pressing [Enter] within a word processor.
14. Now you will add the menu bar. If you have the opportunity to still view the original page at the site, you will notice that when you roll your mouse over the menu options, the color of the menu changes. The graphic you are about to add to this page does not have that effect - yet. You will add that later in this lesson. Add the following tag to the page:

```

```

15. Next type: `
`
16. Now you are ready to add the images that are side by side (the pans and the bride). You might be tempted to go ahead and simply add the images, one beside the other. without placing them within a table. However, to retain the design shown and align the pictures perfectly with the menu, we shall place them in a table with 1 row and 2 columns and which is the same width as the menu above them: 737 pixels. Enter the following code:

```
<TABLE BORDER=0 COLS=2 WIDTH="737" >  
<TR>  
<TD></TD>  
  
<TD></TD>  
</TR>  
</TABLE>
```


17. Right below the `</TABLE>` that you just typed, key in the following: `
`
18. Next on the page is a footer menu bar. Each piece of the menu bar links to a separate page within the site, even though all of the links have been applied to one image file. When you link a single picture to more than one page or URL, this is called an image map . So add the image to the page and later in this lesson, you will make each part of the image link. Add the following tag:

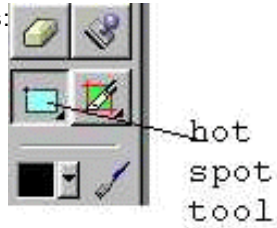
```
<img SRC="homefooter.gif" height=47 width=731>
```


2. **Creating an Image Map That Does Not Change When You Roll Your Mouse over Part of it:**

a. Within Fireworks®, open the following image: *homefooter.gif*

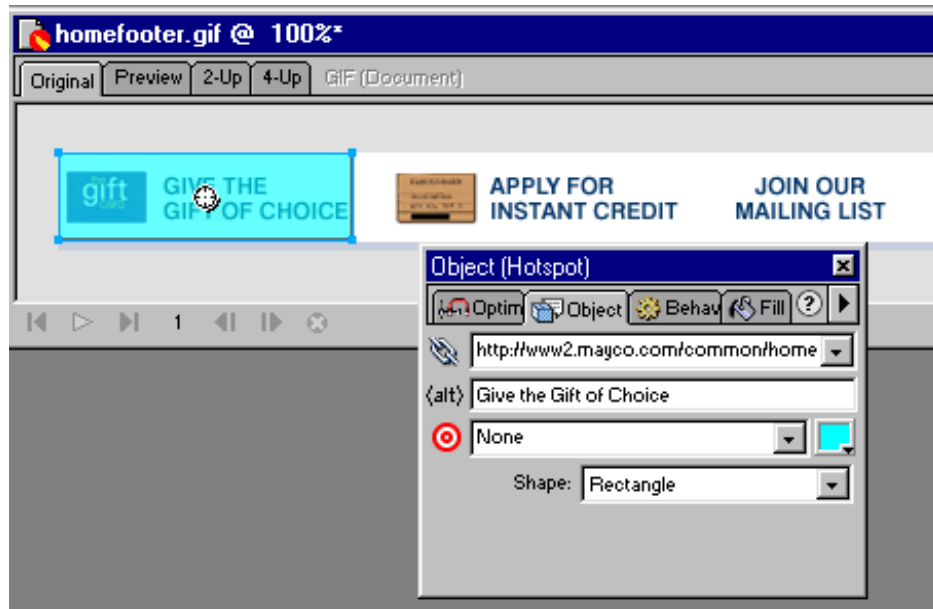
b. Look for the following icon in the Tool bar within

Fireworks:  Notice the icy blue icon. As indicated, this is the



hot spot tool. Notice the green icon to the right of it. This is the slice tool and you will use this tool when you create the image map that changes when you roll over part of it.

c. Click on the icy blue-colored icon and draw a box over the first menu option as shown:



Use the black mouse pointer to bring up the **Object (Hotspot)** dialog box.

Next to the link chain icon: Enter the URL you want to direct guests to when they click on that menu option. For this exercise, simply enter a URL to a web site you like. Be sure to include the **http://** as part of the address.

Next to the <alt> icon: Enter descriptive alternate text for usability issues. Simply type what it says on the icon. In this case it says Give the Gift of Choice

d. Repeat for each menu option on the *homefooter.gif* image.

e. When you are finished applying the hotspot tool and links to each menu option on the *homefooter.gif* image, you are ready to Export (save) your work so you can add it to your web page.

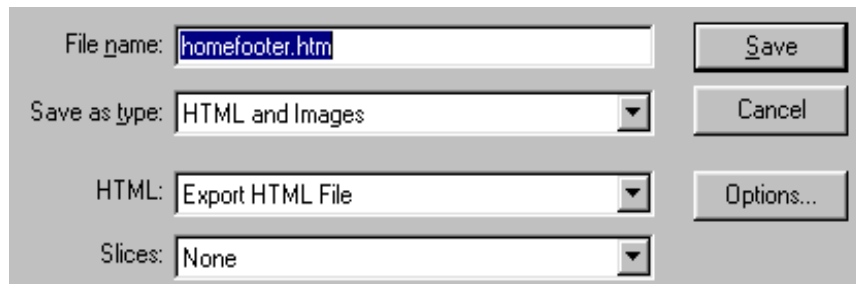
f. In order to use an image on a web page that you've edited within Fireworks®, you need to Export the image. Exporting the image is the process required to save the file in a format that the web will read. ****Important: If you click File, Save you will save the image with a**

.png extension. PNG images are files that are editable within Fireworks. To Export your file, click:

File, Export Preview.

Then click [Export] - option located along the bottom of the Export Preview dialog box.

At the next Export dialog box, you should see the following:



Make sure your settings are the same for **Save as type:** and **HTML:** as shown in the image.

- g. Then click the [Save] button.
- h. You have just created a web page by the name of *homefooter.htm* and you may have chosen to replace your *homefooter.gif* file, which should not have really changed so whether or not you chose to replace it should not matter. The *homefooter.htm* file contains the HTML on it to link your image to the varying sites you entered within Fireworks®.
- i. In Internet Explorer, open the *homefooter.htm* file you just created. Roll your mouse over the menu options to see your work.

Now you are ready to copy and paste your work into your Meier and Frank web page:

Still in Internet Explorer, click **View, Source** on the *homefooter.htm* page. This should open the page in Notepad. Highlight everything between the BODY and /BODY tags and copy it.

In Internet Explorer, Return to the Meier and Frank web page you've been creating. Also click **View, Source**. This should open the page in Notepad.

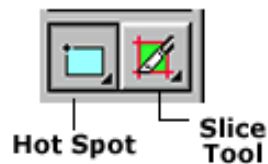
Locate and highlight the following tag: ****. Paste the code that you just copied from the other page over top of this. Save the page.

Close Notepad and Refresh the page in Internet Explorer. You should have the menu now working on your own page.

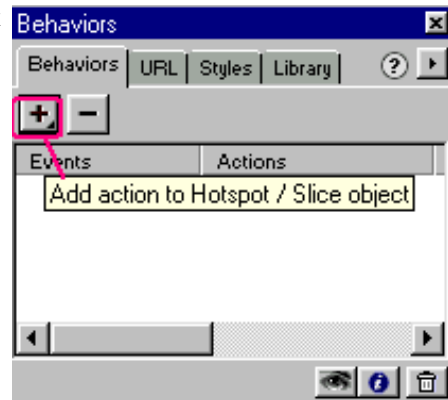
3. **Creating an Image Map that Changes When You Roll Your Mouse Over Part of it:**

- a. Now we will recreate the menu bar along the top of the page (right below the Meier and Frank logo) so that it has a mouse over effect.
- b. Open *menu.gif* within Fireworks®.
- c. You are going to add a rollover effect to this image. To do this, you need to have more than one Frame within this image. Frames are used in animated images and in rollover effects for images. To add another Frame to this image, click *Window, Frames*. You should see that the current image you are working on has 1 frame. To add another Frame to the image, click the **+** sign at the bottom of the Frame window.
- d. Frame 2 should now display. Select it by single clicking on it. If you look at your image, it

- should appear blank. (To see the original menu again, click on Frame 1.)
- e. Within Frame 2, click *Insert, Image* from the Menu bar.
 - f. Insert *overmenu.gif*; click in the upper left corner of the image in Frame 2.
 - g. Position it so it appears to be in the same place as the image in Frame 1. If you clicked in the upper left corner of Frame 2 when you inserted it, you should be fine.
 - h. Click again on Frame 1 before continuing.
 - i. Now you will add the effect of having the images swap when site guests roll a mouse over a menu option. Look within your Tool bar for the Slice Tool icon:



- Select the green tool with the knife image as part of the icon.
- j. Use the slice tool to draw a box over the first menu option that says Home .
 - k. Then click *Window, Behaviors*. Then click the **+** symbol as shown:
 - l. Select **Swap Image**. The *Swap Image* dialog box should appear. All of the settings should be okay. It should indicate that you are going to swap the current slice with what is in Frame 2.
 - m. Click [OK]
 - n. Repeat for each menu option
 - o. Within your image, click the [Preview] button and roll your mouse over the image to test your work.
 - p. Now you are ready to link your menu bar. To link the menu bar, click *Window, Object*. The *Object (Slice)* dialog box will display.
 - q. Use the black mouse pointer to single click on the green slice shape over top of the [Home] menu. Link this the same as you did for the other menu.
 - Next to the chain icon: Enter the URL for the link. Link to any site you would like to. Be sure to use the `http://` as part of your address. Note: If you were linking to another page within your own site, you could simply type in the name of the page.
 - Next to the <alt> icon: Enter the same text as is on the button such as Home
 - r. In order to use an image on a web page that you ve edited within Fireworks®, you need to Export the image. Exporting the image is the process required to save the file in a format that the web will read. ****Important: If you click File, Save you will save the image with a .png extension. PNG images are files that are editable within Fireworks. You will want to save this particular file.** To Export your file, click:
 - File, Export Preview**
 - Then click [Export] - option located along the bottom of the Export Preview dialog box.
 - At the next Export dialog box, you should see the following:
Make sure your settings indicate that you are saving HTML and Images and you are exporting the HTML file. **** Also make sure your images are being exported to a folder that you ve created specifically for this assignment.**
 - s. Then click the [Save] button.
 - t. You have just created a web page by the name of *menu.htm* You have also created a



bunch of files. The slice tool actually slices up your image to make the rollover effect possible.

- u. To view your page, open *menu.htm* within Internet Explorer. And roll your mouse over the menu options to see your work.
- v. Now to copy and paste the code from this page to your Meier and Frank home page:

Still in Internet Explorer, click **View, Source** on the *menu.htm* page. This should open the page in Notepad.

To create the rollover effect, you should now see some JavaScript between the <HEAD> </HEAD> tags. Highlight from the <SCRIPT language="JavaScript"> to the </SCRIPT> tag and copy the script.

In Internet Explorer, return to the Meier and Frank web page you've been creating. Click **View, Source** and Paste the script between the HEAD tags on the Meier and Frank page.

Return to the *menu.htm* page and highlight everything between the <BODY> and </BODY> tags and copy it.

Back within your Meier and Frank page, locate and highlight the following tag: . Paste the code that you just copied from the other page over top of this. Save the page.

One last thing to copy: Within the *menu.htm* page, copy the BODY tag that starts the page. There's an important Javascript onload event handler within this tag that helps all of the images preload for the rollover effect. Replace the BODY tag on the Meier and Frank page with BODY tag you just copied from the *menu.htm* file (paste it).

Close Notepad and Refresh the page in Internet Explorer. You should have the menu now working on your own page.

CONGRATULATIONS! YOU ARE FINISHED!!